

Matthew Engelke

Graphic Design • Multimedia • Marketing

Portfolio: www.mattengelke.com

6570 Catania Place • Rancho Cucamonga, CA 91701 • (909) 948-9151 • E-mail: mattengelke@earthlink.net

QUALIFICATIONS PROFILE

Graphic Designer with extensive experience in print and web design, content creation, and marketing. Well-versed in a wide range of software applications and computer platforms. Creator of innovative marketing materials and strategies; accustomed to performing in a fast-paced, deadline-driven environment with an emphasis on balancing multiple projects. Exceptional interpersonal skills - a team player with well-developed written and verbal communication abilities. *Creative experience in the following:*

PRINT

- Catalogs
- Brochures
- Print ads
- Logos
- Product packaging
- Comps / storyboards

MARKETING

- Product marketing management
- Copywriting
- Press releases
- Branding
- Trade shows
- Search Engine Optimization

WEB/MULTIMEDIA

- Web sites
- Flash animations
- Video editing
- 3-D design
- Interactive CDs
- DVDs

TECHNICAL PROFICIENCY

Platforms: Windows 98 to Windows 7, Mac OS X

Software: Photoshop, Illustrator, InDesign, QuarkXPress, Flash, HTML, CSS, JavaScript, Dreamweaver, ImageReady, Final Cut Pro, After Effects, Premiere, Director, Lightwave, Quicktime, MPEG, Office Suite (Word, Excel, PowerPoint, Outlook)

EXPERIENCE

Marketing Support Supervisor - Aaren Scientific Inc. 02/2003 - Present

Medical device manufacturer - Ontario, CA

Create marketing literature, packaging, multimedia CDs, and audio/visual aids. Work with other designers to create and maintain logos, product names, and brands. Design, maintain, and create content for company websites. Develop marketing strategies; copywriting. Define trade show presence. Communicate with sales, engineering, and consultants to define features and promote benefits. Plan and execute ad campaigns.

Key Achievements:

- Designed and maintained unique packaging, branding, and advertising for 2 distinct product lines
- Designed and maintained unique packaging for over 15 international private label distributors
- Helped increase sales an average of 19% per year during my employment
- Trusted with greatly expanded responsibilities including: product marketing management, budget management, trade shows, and ad campaigns

Continued...

Multimedia Web Designer - Freelance. 01/1998 - 04/2005

Rancho Cucamonga, CA

Designing and producing new media and print projects including websites, search engine optimizations, link strategies, AdSense websites, Flash and 3-D animation, video editing, interactive CD/DVD authoring, logos, brochures, and business cards.

Key Achievements:

- Consistently recognized for fresh and innovative ideas and designs
- Achieved #1 Google rankings for client websites for competitive search terms
- Never missed a client deadline

Student Assistant - Platt College. 09/2001 -11/2002

Ontario, CA

Substitute teaching. Lecturing as needed. Tutor students in design concepts, computer graphics, and multimedia applications. Troubleshoot student projects.

Key Achievements:

- Invited to interview for a full-time position teaching graphic design
- Offered hours as a substitute teacher for computer design classes

EDUCATION

A.A. Degree, Graphic Design (2001), **Certificate in Multimedia** (2002)

Platt College - Ontario, CA (Valedictorian, 4.0 GPA, Award of Merit, Award of Excellence).

B.A. Degree, Fine Art (1996)

California State Polytechnic University - Pomona, CA.